

Destination Newport Committee
August 18, 2016
2:15 P.M.
Newport, Oregon

CALL TO ORDER

The August 18, 2016, regular meeting of the Destination Newport Committee was called to order at approximately 2:15 P.M. In attendance were Lance Beck, Steve Beck, John Clark, Judy Kuhl, and Lorna Davis. Also in attendance were Laura Swanson, Council Liaison Alternative; Bob Fuller, Executive Assistant; Jamie Rand, News-Times; Leigh Deinert, Outdoor Media.

INTRODUCTIONS

We went around the table and everyone introduced themselves.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the July, 2016, meeting;
- B. Review of Accounts for July 2016;

MOTION was made by Clark, seconded by S. Beck, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

MEDIA

Rand has created, on the website, a media packet to be used for future media consideration. This packet gives guidelines for submitting media considerations. It can be found at discovernewport.com bottom of page-media packet.

Leigh Deinert presented the OUTFRONT proposal. Committee reviewed the Grande Round purpose and discussed that the media was not changed out as it should have been.

Reviewed budget to determine what the committee has to spend on media considerations. Davis noted that there is a great deal of work and time that goes into provided marketing services for the Destination Newport Committee. Davis noted that she researched the costs when the committee works with an advertise agency and the brochure printing was costing \$41,000. When it was decided to stop using the agency the city went out for a RFQ on the printing of the brochure. It was requested to do it local. None of the local printers could do the job. Davis contacted the News-Times and they said they could do it for \$21,000 at that time. This is an example of the value the city is getting with the contract with the News-Times.

Rand and committee discussed the digital media purchase plan. \$81,000 budget for digital purchases. For detailed breakdown see budget summary.

Reviewed Seattle Magazine Proposal.

Reviewed Journey Magazine & AAA Magazine Proposal. Committee would like a presentation for this proposal. Davis will request one.

Reviewed Beaver Sports Proprieties proposal 2016-17.

Reviewed 1859 proposal.

Reviewed KEZI proposal.

Reviewed Oregon Coast Today proposal.

DISCUSSION AND ACTION

The committee choose to pass on the following proposals: Seattle Magazine, Beaver Sports Properties.

MOTION was made by Clark, seconded by S. Beck, to approve the contract with OUTFRONT for the Grande Ronde Board in the amount of \$15,950 for 11/14/16 – 11/12/17 contingent on reduction of production cost due to error on pre-production for this year. The motion carried unanimously in a voice vote.

MOTION was made by L. Beck, seconded by S. Beck, to approve the contract with Statehood Media1859 for a 1/2-page ad starting in October in the amount of \$ 9,945 for the fiscal year ending June 30, 2017 contingent upon sponsor content that the committee provides. The motion carried unanimously in a voice vote.

MOTION was made by L. Beck, seconded by S. Beck, to approve the contract with KEZI for the month of March and April in the amount of \$5,000 per month. The motion carried unanimously in a voice vote.

MOTION was made by L. Beck, seconded by Clark, to approve the contract with Oregon Coast Today for a 16 week ½ page ad in the amount of \$4,208 starting in September. The motion carried unanimously in a voice vote.

Next meeting will be September 15, 2016.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 4:00 P.M.